

Content Management System

User Manual

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Overview

Your newly installed Content Management System v3.0 (referred to in this document as a "CMS") is a web-based management tool allowing anyone with basic word-processing skills to easily edit and manage your website quickly and efficiently. With it, you can manage content, upload images, view statistics, optimize your website for search engines, and much more.

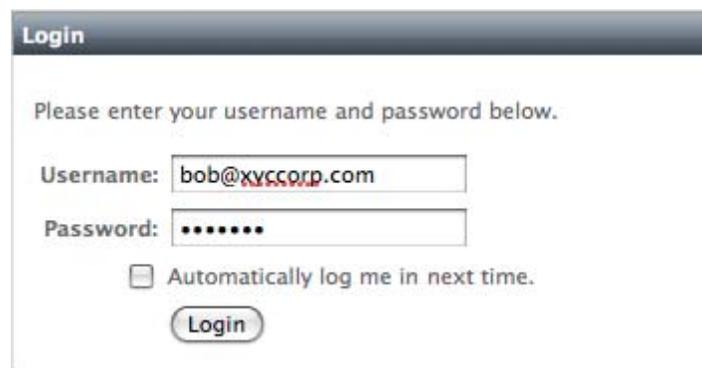
Content Management Systems are frequently referred to as a "back-end", as opposed to the actual website that your users see, usually referred to as a "front-end".

Browser Compatibility

Your CMS is compatible with Firefox 2+ and Mac Safari 3+. It has limited compatibility with Microsoft Internet Explorer 7+. Note: Although the CMS has limited compatibility with Internet Explorer 7+, your website front-end has been designed to be compatible with ALL major browsers.

Logging In

To log into your CMS, point your browser to **http://<domain_name>/admin**, where **<domain_name>** is your website's URL. For example, if your website were **http://www.xyzcorp.com**, you would point your browser to **http://www.xyzcorp.com/admin**. Then, enter the username and password provided to you.



The image shows a screenshot of a web browser window displaying a login form. The window title is "Login". The form contains the following elements:

- A heading: "Please enter your username and password below."
- A "Username:" label followed by a text input field containing "bob@xyzcorp.com".
- A "Password:" label followed by a password input field containing seven asterisks "*****".
- A checkbox labeled "Automatically log me in next time." which is currently unchecked.
- A "Login" button.

Modules

The CMS is comprised of a variety of modules. Each module is used to edit various aspects of your website - Testimonials, Events, News, Articles, Blogs, FAQs, etc. Most content editing can be accomplished via the Manage Pages module.

- Main
- Manage Content
 - Pages
 - History
 - Events
 - Links
 - Testimonials
 - Products
 - Places
 - Surveys
- Manage Media
 - Photos
 - Photo Albums
 - Audio
 - Video
 - Slideshow
- Search Engine Optimization
 - Meta Tags
 - View Sitemap
- Reports
 - Content Statistics
 - Google Analytics
- Visitor Feedback
 - Monitor Comments
- CMS Tools
 - User Management

To choose a module to edit, choose an item from the left hand menu.

Manage Pages (Overview)

To access the Pages module, navigate to “Manage Content: Pages. Most of the content editing you will do on your website will be done via the Pages module.

The screenshot shows the 'Manage Content: Pages' interface. On the left is a navigation menu with categories like 'Main', 'Manage Content', 'Manage Media', 'Search Engine Optimization', 'Reports', 'Visitor Feedback', and 'CMS Tools'. The 'Manage Content' section is expanded to show 'Pages'. The main area is titled 'Manage Content: Pages' and contains two panels: 'Folders' and '"Website" Contents'.

The 'Folders' panel shows a tree structure starting with 'Website', which includes sub-folders like 'About Us', 'Products', 'Retail', 'Food Service', 'Partner Brands', 'Contact Us', 'Employee Login', 'HR', 'Operations Support', 'Retail Support', 'Food Service Support', 'E-Marketing', 'Don't Edit These', and 'Standalone Pages'.

The '"Website" Contents' panel is a table with the following columns: Title (Click to Edit), Default, Preview, Show Menu? / On Menu?, Disable?, and Delete?. The table lists various pages such as Home, About Us, Products, Retail, Food Service, Partner Brands, Contact Us, Employee Login, Terms and Conditions, Privacy Policy, Employee Log-in, Don't Edit These, and Standalone Pages, each with corresponding status icons and actions.

Title (Click to Edit)	Default	Preview	Show Menu? / On Menu?	Disable?	Delete?
Home	<input checked="" type="radio"/>		Yes	[Disable]	
About Us			Yes	[Disable]	
Products			Yes	[Disable]	
Retail			Yes	[Disable]	
Food Service			Yes	[Disable]	
Partner Brands			Yes	[Disable]	
Contact Us			Yes	[Disable]	
Employee Login			Yes	[Disable]	
Terms and Conditions	<input type="radio"/>		No	[Disable]	
Privacy Policy	<input type="radio"/>		No	[Disable]	
Employee Log-in	<input type="radio"/>		No	[Disable]	--
Don't Edit These			No	[Disable]	--
Standalone Pages			No	[Disable]	

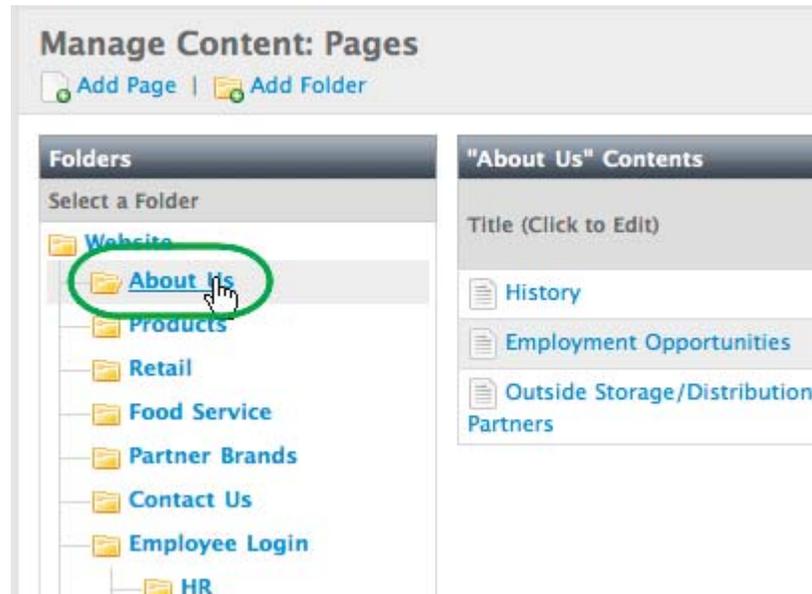
The Pages module is divided into 2 major sections: Folders (on the left), and Contents (on the right). The root of your website is always the folder called “Website”. The folders underneath it represent the “top level” menu items on your website (e.g. About Us, Products, Retail, etc).

In most situations, you will prepare your finalized copy in a word processor such as Microsoft Word, then copy it into your website. While you may compose content into your website directly, it is advisable to back-up your content via Microsoft Word in case of e.g. internet service disruption.

NOTE: The folder **Don't Edit These** contains special pages that are required for your website. Do not edit or change any files in this folder.

Adding a New Page

1. While in **Manage Content: Pages**, from the "Folders" list, choose the folder in which you would like to create a new page.



2. Click [Add Page](#).
3. Under **Title**, enter the name of the page as you would like it to appear on the page itself (e.g. "Our Mission / Vision").
4. Under **Menu Title**, enter the *name of the page as you would like it to appear on the menu*. By default, when you move focus into this field, the page title is automatically copied. Sometimes, it is helpful for the menu item to have different text than the actual page title (especially if the page title is too long for a menu).

— Main Information —

Title: (Appears as the title on the page)

Menu Title: (Appears on the navigation, menus, and permalink)

Position: After: ▼

5. Under **Position**, choose where you would like the page to appear on the menu.
6. Under **Keywords**, enter 5-10 keywords, separated by spaces, that best describe the content of the page (e.g. mission vision company history philosophy). This helps search engines determine what content the page contains and increases search engine rankings.

7. Under **Appears** on Main Menu, check the box if this page should appear on the main menu. This is checked by default.
8. Under **Opens in External Window**, check the box if you would like this page to open in a new window (or Tab on some browsers) when this page is accessed from the main menu. This should only be done if this page redirects to an external website, or contains content requiring a third-party plugin (e.g. PDF document).
9. Under **Direct to Another URL**, if you are planning to have this page direct to another URL, enter the full path to the external URL you wish this page to redirect to. E.g. "http://www.xyz.com/page_name.html".
10. If you are **NOT** directing this page to another URL (which is the usual scenario), enter content. You can paste content from an application such as MS Word (see [Pasting from MS Word](#)). For more details, see [Using the WYSIWYG Editor](#).
11. Under **Who can access this page**, you may specify who can access this page (the default is Anybody). For example, if you wish to have only Subscribers access this page, check the **Subscribers** checkbox. This page will only appear on the menu if a Subscriber is logged into your website, and, if anyone other than a subscriber attempts to access this page, they will be directed to a login screen. (The checkboxes here reflect groups that will have been pre-configured by the development team).
12. Under **Who can EDIT this page**, you may specify who can edit this page. This CMS supports limited access into the CMS back-end so that only certain people with access can actually edit pages. For instance, if your company has an "About Us" section and a "Products" section, you may wish to assign certain people to be able to edit your company's "About Us" section, but not your "Products" section.
13. Click **Add New**.

Editing an Existing Page

1. Under **Manage Content: Pages**, find the page you wish to edit, and click on the page's title (link).
2. Edit the page as desired (see [Adding a New Page](#) above for specific details).
3. Click **Update**. **NOTE: Changes made are instantly live on your front-end.**

Setting the Default Page of a Folder

A default page is the page the user goes to when clicking on a top-level menu item on your website. For example, when clicking on the top-level menu item "About Us", the CMS needs to know which page to go to by default - in the example below, the default page would be "History".

Manage Content: Pages
 Add Page | Add Folder

Folders		"About Us" Contents				
Select a Folder		Title (Click to Edit)	Default	Preview	Show Menu? / On Menu?	Delete?
Website		History	<input checked="" type="radio"/>		No	
About Us		Employment Opportunities	<input type="radio"/>		Yes	
Products		Outside Storage/Distribution Partners	<input type="radio"/>		Yes	
Retail						
Food Service						
Partner Brands						

To set a default page for a folder:

1. Under **Manage Content: Pages**, select a folder.
2. Under the "Default" column, click the radio button of the page you wish to be the default. It will immediately show a checkmark.

NOTE: You can only have one default page per folder, however, you can set no pages to be the default page. In this instance, if the front-end user clicks on that folder from the menu, a dynamic page will display showing a list of pages available within that folder.

Reorganizing Pages

Your CMS supports drag-and-drop functionality to allow easy organizing of items. To reorder a page:

1. Grab the page you wish to move by clicking its title.
2. Drag the page over to where you would like the item to be placed (e.g. About Us will appear after Contact Us).

Showing / Hiding a Page on the Menu

It is possible to create pages that do not appear on your front-end main menu navigation. This is especially useful for creating "stand-alone" pages (pages that are linked via means other than the menu) or creating staged pages (pages that are not approved to be live to the public yet). Pages that are hidden from the menu are still fully active, and may be linked to from other sources (e.g. an email newsletter, a postcard, other pages within the site, etc).

"About Us" Contents					
Title (Click to Edit)	Default	Preview	Show Menu? / On Menu?	Disable?	Delete?
 History	<input checked="" type="checkbox"/>		No	[Disable]	
 Employment Opportunities	<input type="checkbox"/>		Yes	[Disable]	
 Outside Storage/Distribution Partners	<input type="checkbox"/>		Yes	[Disable]	

To show a page on the menu: Click on its "Yes" link to hide the page. It will instantly turn into a red "No", indicating the page is now hidden from the main menu.

To hide a page from the menu: Click on its "No" link to show the page. It will turn into a green "Yes" indicating the page is now showing on the menu.

Previewing a Page

1. Under **Manage Content: Pages**, click the "Preview" icon  of the page you wish to preview.

Disabling a Page

Disabled pages are similar to items in a trash can. They are inactive and will not appear on the menu or site at all. However they are still accessible via the CMS in case you wish to restore that page in the future.

To disable a page:

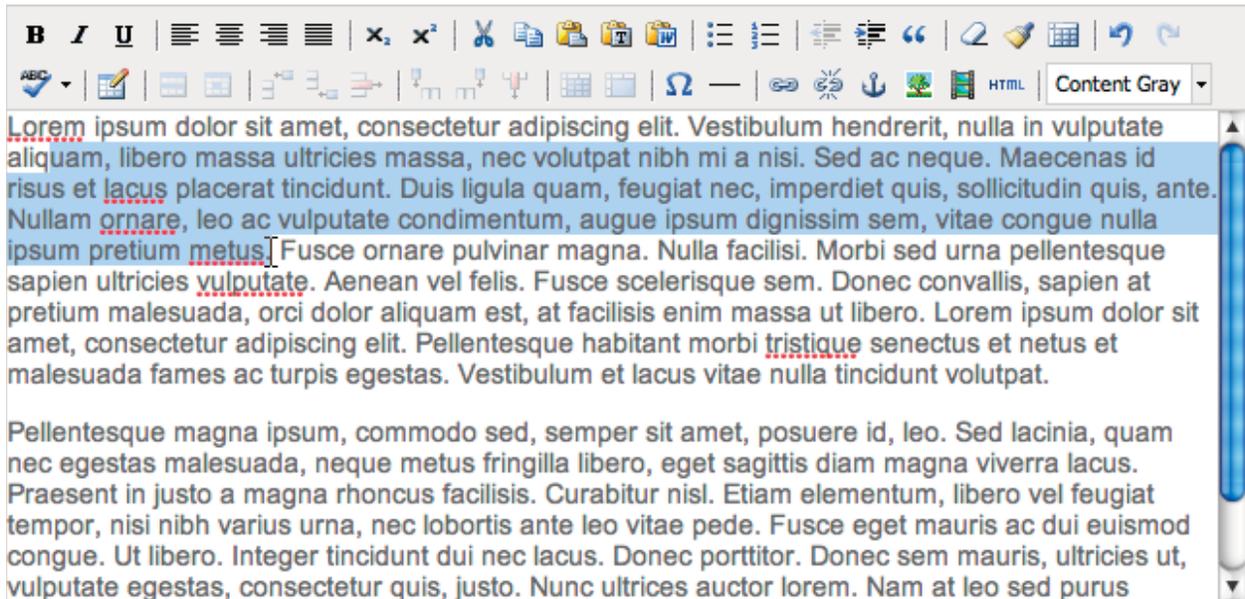
1. Under **Manage Content: Pages**, click the [\[disable\]](#) link of the page you wish to disable. The row will turn gray, indicating the page is disabled. The link will also change to say [\[enable\]](#), indicating that clicking on it will re-enable the page.

Deleting a Page

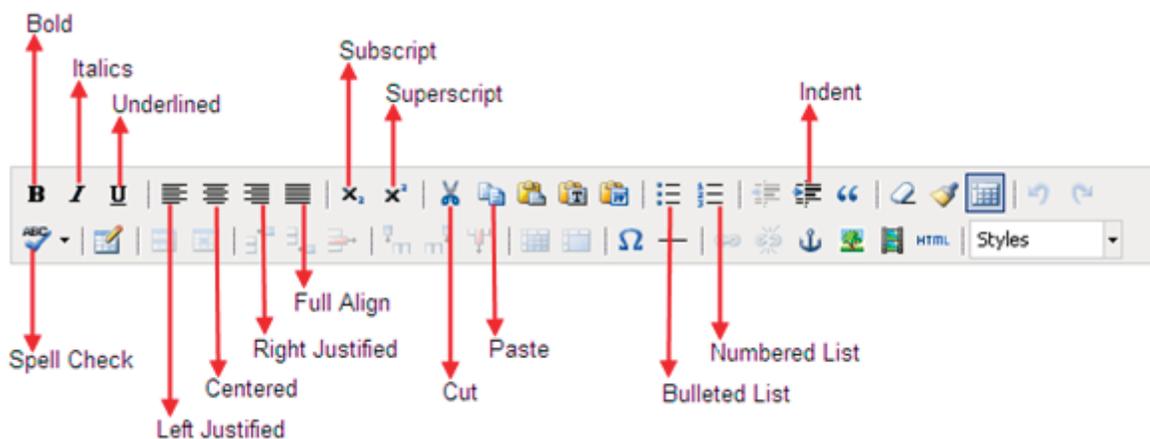
1. Under **Manage Content: Pages**, find the page you wish to delete, and then click the delete button .
2. A confirmation box will appear. Click "OK" to confirm the deletion. **WARNING! Deletion cannot be undone.**

Using the WYSIWYG Editor

WYSIWYG stands for What You See Is What You Get. It allows you to produce formatted content for your website without having to know the HTML code behind it. Many of the icons you may recognize from Microsoft Word or other word processors.



Below is a brief overview of the most commonly used functions of the editor.



Single Line Breaks

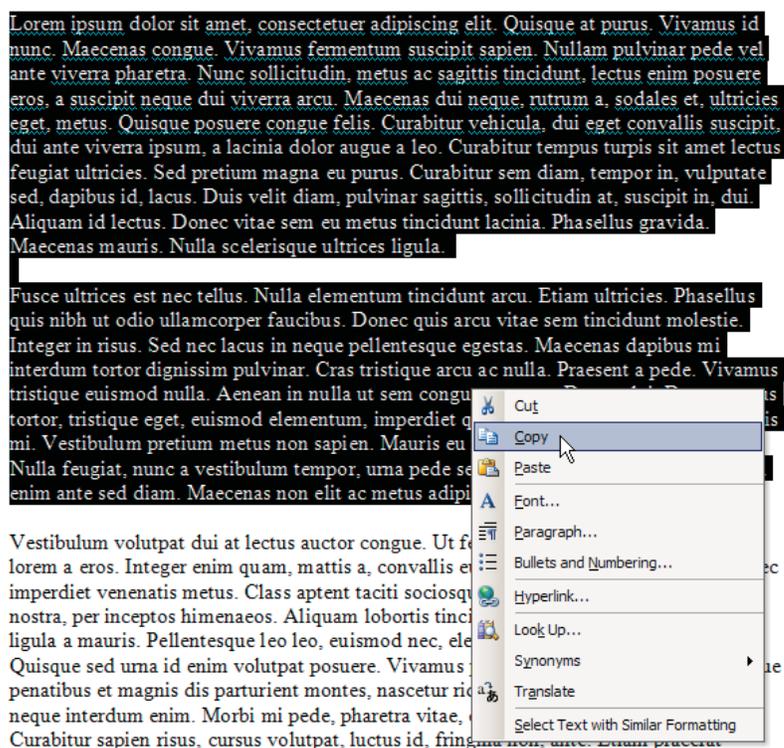
In the WYSIWYG Editor, pressing Enter creates a new paragraph, which produces a double line-break. In many cases, only a single line break is desired.

To produce a single line-break, press **Shift+Enter**.

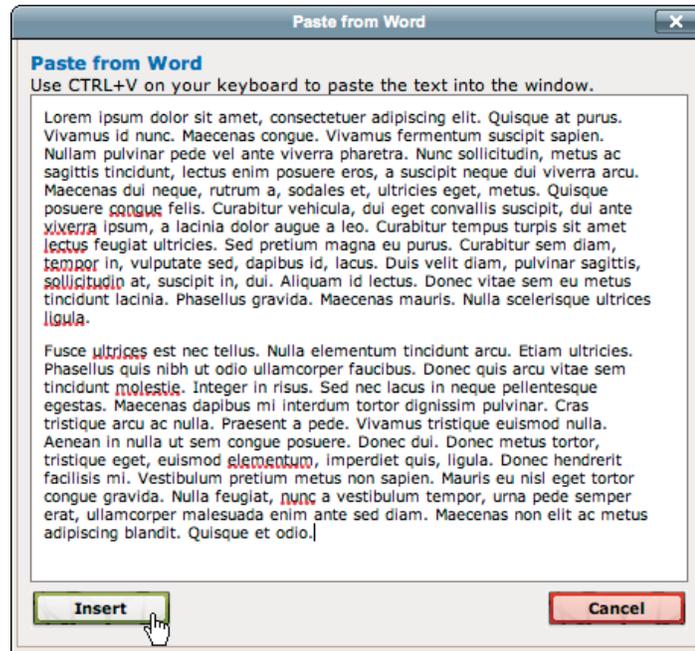
Pasting from MS Word

In most cases, you will want to copy approved content from an existing MS Word document. To do this:

1. From MS Word, select the text you wish to copy. To select everything in the MS Word document, place your cursor anywhere in the document and press **Ctrl+A** (**Cmd+A** on a Mac).



2. Right-click on the selected text and choose **Copy**, or use the keyboard shortcut **Ctrl+C** (**Cmd+C** on a Mac).
3. In the WYSIWYG editor, place your cursor where you want the text to be pasted and then click the **Paste from Word**  button . The **Paste from Word** dialog will appear.

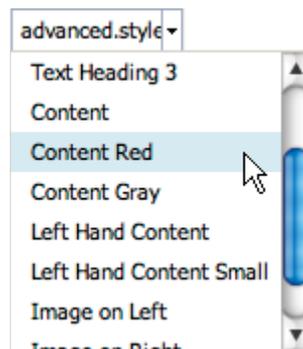


4. In the **Paste from Word** dialog, place your cursor within the text area and press Ctrl+V. **NOTE: It is important to always use this dialog to paste content from Word. Doing so strips out incompatible Word formatting while retaining basic formatting (bold, italics, etc). DO NOT paste content from Word directly into the WYSIWYG editor, as this will result in incompatible Word formatting possibly breaking your website layout.**
5. Click the **Insert** button. The formatted text appears in the WYSIWYG editor.

Formatting Text

Your WYSIWYG editor has been pre-configured to contain styles applicable to your website's style and color scheme. This is designed to enforce the greatest possible usability for your online customers, and maintain your site's professional look and feel.

To style text, select the text you wish to style, and use the **Styles** dropdown on your WYSIWYG editor.



Inserting Special Characters

To work with special characters, such as the copyright © symbol, TM symbol, etc, use the **Special Characters**  tool.

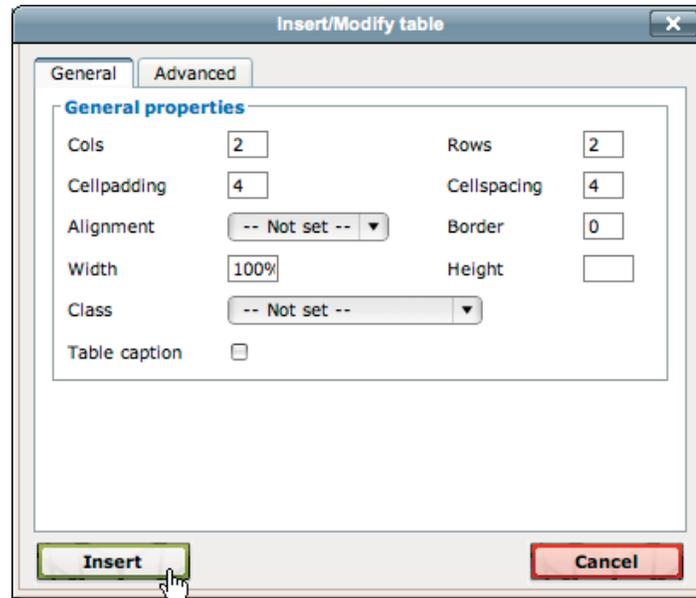


Working with Tables

Occasionally, you may have content or data that needs to be presented in a tabular format. Your CMS provides the capability to add tables into your web pages.

Adding a Table

1. In the WYSIWYG editor, click the **Table**  tool. The **Insert/Modify table** dialog will appear.
2. Under **Cols** and **Rows**, specify the number of columns and rows you would like to have in the table. You can always add and delete columns and rows later.
3. Under **Cellpadding** and **Cellspacing**, specify the amount of padding you wish to have between cells in the table. If you are not sure what to enter, use **Cellpadding: 4** and **Cellspacing: 4** for a padded table, or Cellpadding: 0 and Cellspacing: 0 for a table that is completely collapsed (has no padding between cells).



4. Under **Width**, enter **100%**. **IMPORTANT: You must enter the percent (%) sign.**
5. Leave everything else as is and click **Insert**.

Adding a New Row to an Existing Table

1. In the WYSIWYG editor, select the row with which you want to add a new row above or below.
2. Press either the **Insert row above**  or **Insert row below**  button.

Adding a New Column to an Existing Table

1. In the WYSIWYG editor, select the column with which you want to add a new column before or after.
2. Press either the **Insert column before**  or **Insert column after**  button.

Deleting a Row from an Existing Table

1. In the WYSIWYG editor, select the row you wish to delete.
2. Press the **Delete row**  button.

Deleting a Column from an Existing Table

1. In the WYSIWYG editor, select the column you wish to delete.
2. Press the **Delete column**  button.

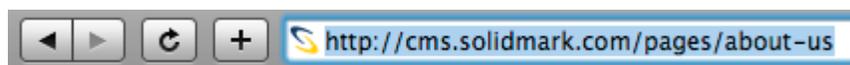
Linking to an External URL

1. In the WYSIWYG editor, select the word(s) or image you wish to hyperlink.
2. With the text selected, click on the **Link**  tool. The **Insert/edit link** dialog will appear.
3. Under **Link URL**, enter the full URL path (e.g. **http://www.xyzcorp.com**) for the link you wish to link to. If you are linking to an external website (a website whose domain name is different from the site you are editing), it is good practice to have that link open in a new window. To do this, under **Target**, choose "Open in new window (_blank)".
4. Click **Insert**. The text you selected originally should appear hyperlinked.

NOTE: In almost all cases, if you have another browser window / tab open, you can copy and paste the URL that appears in the address bar if you would like to link to that site or page.

Linking to Another Page Within Your Site

1. In the WYSIWYG editor, select the word(s) or image you wish to hyperlink.
2. With the text selected, click on the **Link**  tool. The **Insert/edit link** dialog will appear.
3. Open a new browser window (or browser tab).
4. Navigate to the page you wish to link to.
5. Copy the address that appears in the address bar of your browser (select the text and press Ctrl+C) (Cmd+C on a Mac)).



6. Under **Link URL**, paste the URL you copied from the other browser window.
7. Click **Insert**.

Linking to a PDF Document

1. In the WYSIWYG editor, select the word(s) or image you wish to hyperlink.
2. With the text selected, click on the **Link**  tool. The **Insert/edit link** dialog will appear.
3. If you know the URL to the PDF document, you can paste it in the Link URL field. If not, click the **File Manager**  button.

4. Browse the File Manager and select the PDF document you wish to link to. (See [Using the File Manager](#) for more details).
5. On the file manager, click **insert**. In the **Insert/edit link** dialog, the link should appear in the Link URL field.
6. Click **Insert**.

Linking to an Email Address

1. In the WYSIWYG editor, select the word(s) or image you wish to hyperlink.
2. With the text selected, click on the **Link**  tool. The **Insert/edit link** dialog will appear.
3. Under **Link URL**, enter the email address you wish to link to.
4. A dialog will appear asking to confirm you are entering an email address. Click **OK**.

Removing a Link

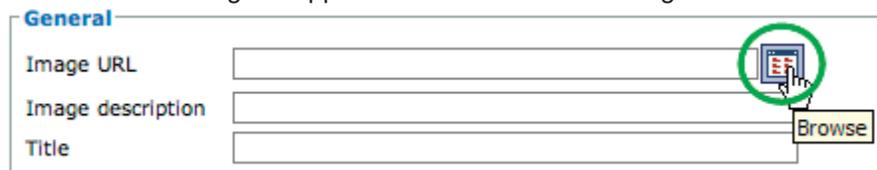
1. In the WYSIWYG editor, select the text that is currently hyperlinked by either a) placing the cursor anywhere in the middle of the text, or b) selecting the entire portion of text that is hyperlinked.
2. Click the Remove Hyperlink  button .

Adding Images

1. In the WYSIWYG editor, place the cursor where you want the image to appear, and then click the Insert/Edit Image icon  .



2. The Insert/edit dialog will appear. Click on the File Manager icon.

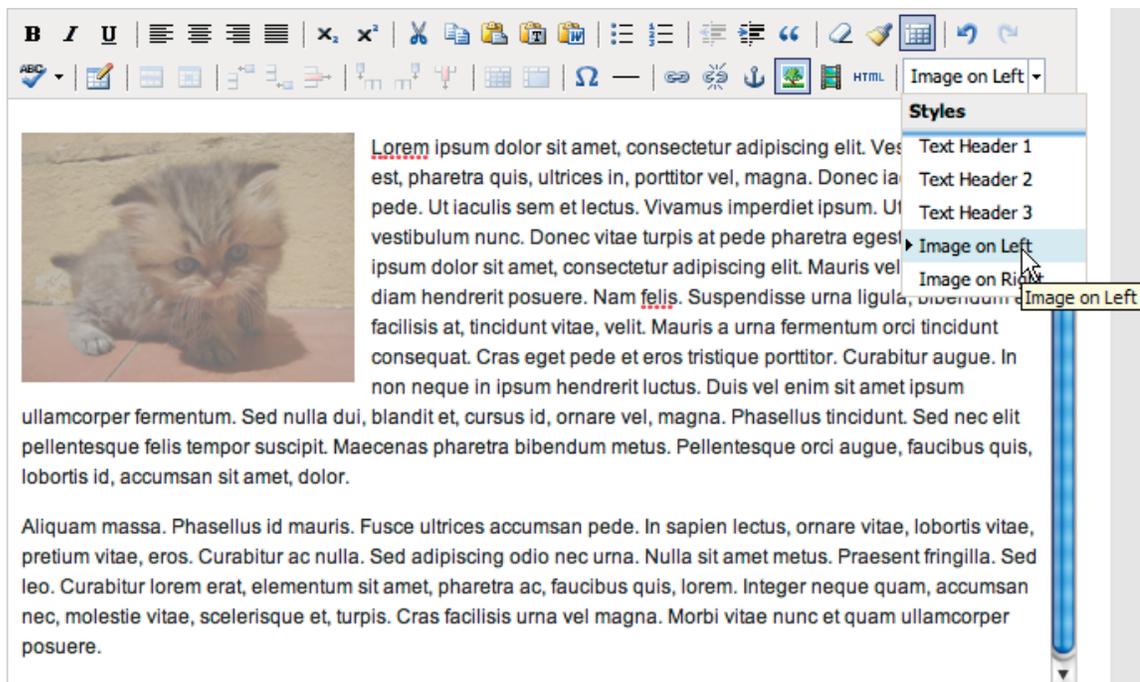

 A screenshot of the 'Insert/Edit Image' dialog box. The 'General' tab is active, showing three input fields: 'Image URL', 'Image description', and 'Title'. A 'Browse' button is located at the bottom right. A green circle highlights the 'Browse' button, and a mouse cursor is pointing at it.

3. The **File Manager** will appear. Follow instructions on Using the File Manager below to browse for an existing image or uploading a new image.
4. After selecting the file that you would like to insert, click the **insert** link.
5. The Image path appears in the Image URL field. Click **Insert**.
6. On the dialog that appears, click **OK**.
7. The image will appear in the editor.

Wrapping Text Around Images

In many cases, you'll want to place images such that text wraps around them. To wrap text around an image:

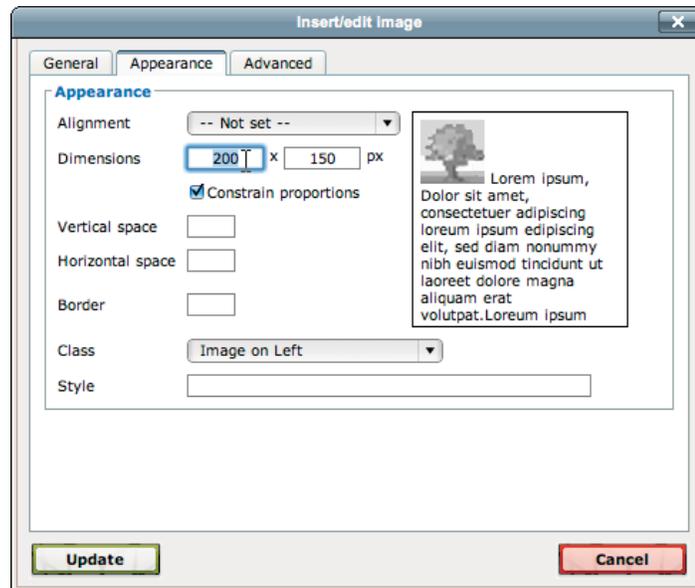
1. In the WYSIWYG editor, select the image by clicking on it.
2. From the **style** dropdown, choose **Image on Left** or **Image on Right** (depending on where you would like the image placed). The text will wrap around the image.



Resizing Images

1. In the WYSIWYG editor, select the image you wish to resize by clicking on it.

2. Click on the **Image**  tool. The **Insert/edit image** dialog will appear.
3. Choose the **Appearance** tab.
4. Under **Dimensions**, enter the width you would like the image to be. For most websites, choosing a size under 300 pixels is best. *NOTE: Always make sure the **Constrain Proportions** checkbox is checked. This will ensure that the height is automatically adjusted based on the width you specify, to prevent the image from becoming stretched or distorted.*



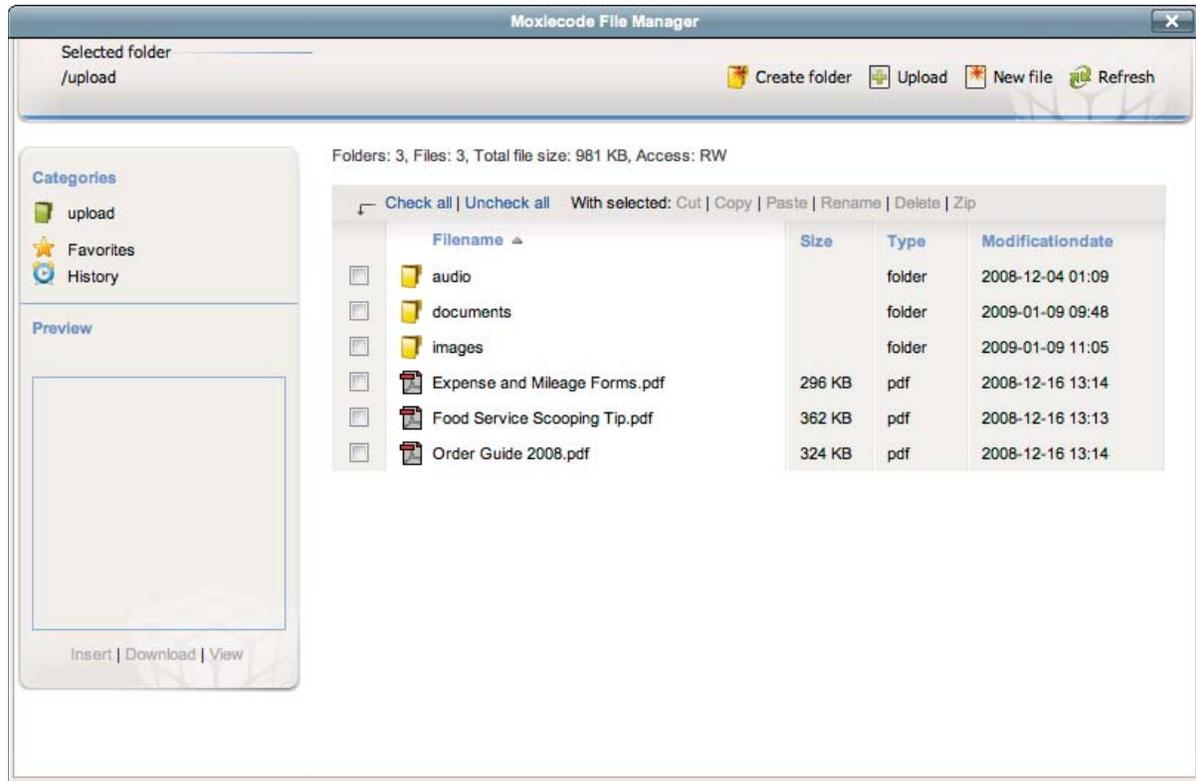
5. Click **Update**.

NOTE: Alternatively, in Firefox, you can select the image and use the handles alongside the image to resize it directly in the WYSIWYG editor.

Using the File Manager

Your CMS comes equipped with a File Browser for browsing images, documents, and media on your website. It also provides a way to upload items directly from your computer to your web server.

The File Manager is accessible when adding Links, Images, and Media. When available, click on the  icon to access the File Manager.



Browsing and Inserting Items into the WYSIWYG Editor

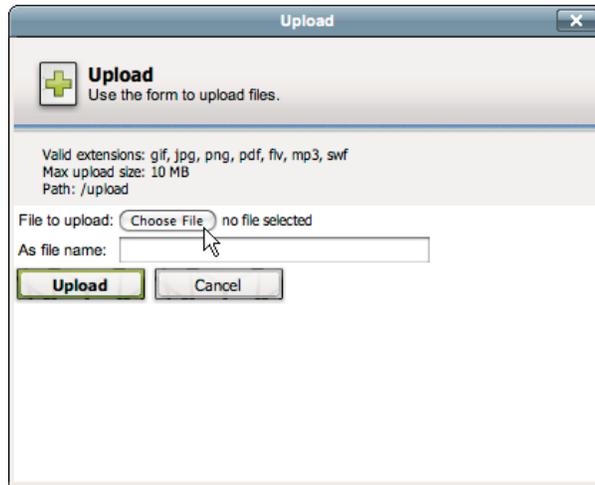
The File Manager is arranged similar to a standard Operating System file explorer, with folders and files. Clicking on a file will produce a preview in the Preview window on the left.

To insert an image, document, or media item into the WYSIWYG editor or the CMS itself:

1. Choose the item from the File Manager.
2. Click the **Insert** link on the bottom left hand corner.

Uploading Files

1. In the File Manager, click the  **Upload** button. The **Upload** dialog box will appear.
2. Click the **Choose File** button. Your OS's File Browser will appear, allowing you to choose a file from your computer. **For images, you must choose an image file that is .gif, .jpg, or .png only.**



3. Click **Upload**. You will see your file appear in the list and a status message, indicating whether the upload was successful or not.
4. Repeat **steps 2 through 3** until you have uploaded all desired images.
5. When you are finished uploading, click the close dialog  button.

Manage Links

Although you can create a Links page via the **Manage Content: Pages** module, the Links module allows for an organized way to present Links to affiliate or supported websites on your front-end that doesn't require you to format each link consistently.

To access the Links module, select **Manage Content: Links**.

Adding a Link

1. Under the **Links** module, Click  [Add Link](#).
2. Under **Title**, enter the name of the site (in most cases, the company name. E.g. if the link were www.microsoft.com, you might enter as the title "Microsoft, Inc.")
3. Under **URL**, enter the URL of the site without the `http://` prefix.
4. Under **Description**, enter a brief description of the site to be displayed next to the link (optional).
5. Under **Keywords**, enter 5 - 10 keywords that best describe the linked site, separated by spaces.
6. If you want to add a Thumbnail image to the link, click the (Choose Image) link. (See [Using the File Manager](#) for more details on selecting an image).

7. Click **Add New**.

Editing an Existing Link

1. Under the **Links** module, click on the link you wish to edit.
2. Edit the information as needed (see "Adding a Link" for specific details).
3. Click **Update**.

Disabling a Link

1. Under **Manage: Links**, click [\[disable\]](#) on the link you wish to disable. The row will turn gray, indicating the link is disabled. The text will also change to [\[enable\]](#), indicating that clicking on it will re-enable the link.

Deleting a Link

1. Under **Manage: Links**, find the link you wish to delete, and then click the delete button .
2. A confirmation box will appear. Click "OK" to confirm the deletion. **WARNING! Deletion cannot be undone.**

Managing Users

The **User Management** module allows you to manage who can access your CMS. It also allows you to manage users within your site, if applicable (e.g. subscribers).

To access the User Management module, select **CMS Tools: User Management** from the CMS left hand menu.

Adding a User

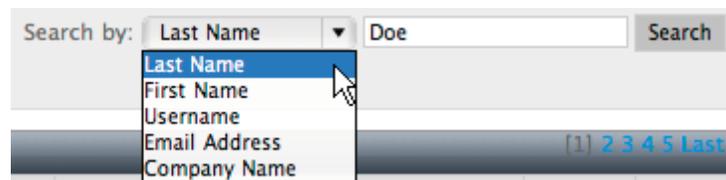
1. Under the **User Management** module, click .
2. Under **Login Information: Username**, enter a username for the new user. **HINT: Enter the user's email address for their username. It will make it easy for the user to remember.**
3. Under **Password**, a random, secure password will have already been selected. Change this if desired.
4. Enter the user's **Personal Information**. **NOTE: All fields are option EXCEPT Email.**
5. Enter the user's **Additional Information** (optional).

6. Under **Group Involvement**, select the group the user should be associated with. For instance, if you want this user to have full CMS access, select **Administrator**. If, however, you would like the user to have access to only the **Pages** and **Events** module, select **CMS Manager**, **Manage Content**, **Manage Pages**, and **Manage Events**.
7. Click **Add New**.

Searching for a User

If you have subscribers, or a large employee base, searching for a user is the easiest way to find and manage that user.

To search for a user, use the search tool located at the top right hand corner of your screen.



Editing a User

1. Under the **User Management** module, click on the user you wish to edit.
2. Edit the information as needed (see "Adding a User" for specific details).
3. Click **Update**.

Deleting a User

1. Under **CMS Tools: User Management**, find the user you wish to delete, and then click the delete  button.
2. A confirmation box will appear. Click "OK" to confirm the deletion. **WARNING! Deletion cannot be undone.**

NOTE: You cannot delete your own user account.

Important Information

My CMS Superadmin Information

Login URL: http://

Username:

Password:

Other Important Information

Use the space below to write down any important information here.